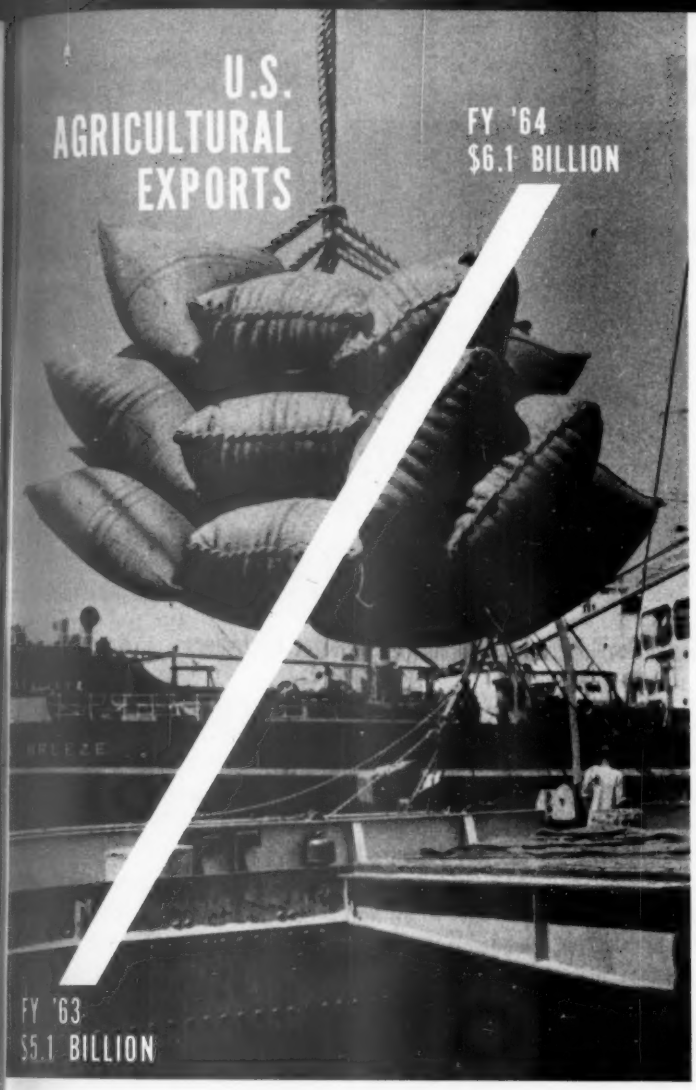


AUGUST 24, 1964

U.S. AGRICULTURAL EXPORT TIMETABLE SPEEDED UP

NORTH ITALY'S AGRICULTURE

INDIA'S PACKAGE PROGRAM TEACHES FARMERS NEW WAYS

THE UNIVERSITY OF MICHIGAN
UNIVERSITY
READING ROOM

FOREIGN AGRICULTURE

Including FOREIGN CROPS AND MARKETS

A WEEKLY MAGAZINE OF THE UNITED STATES DEPARTMENT OF AGRICULTURE
FOREIGN AGRICULTURAL SERVICE

FOREIGN AGRICULTURE

Including FOREIGN CROPS AND MARKETS

AUGUST 24, 1964

VOL II • NUMBER 34

Our cover picture this month dramatizes the phenomenal rise of U.S. farm exports this past fiscal year. For highlights of these record sales see the short article on opposite page.

Contents

3 U.S. Agricultural Export Timetable Speeded Up 4 Years

4 Portrait of North Italy's Agriculture

6 Foreign Rural Development Seen Leading to Better Customers

7 Japan's Agricultural Imports Set Record in First Half of 1964

7 Britain's Farm Imports From the United States Mounting

8 India's Package Program Teaches Farmers New Ways

10 Market Development

- U.S. Meat, Livestock Leaders Have Top Roles in Market Expansion Seminar in Hamburg Fair
- More U.S. Calves Airjetted to Italy in Cartons
- Number of U.S. Feeder Cattle Sold to Italy Hits 2,500-Mark
- Marketing Team Cites Need for Intensive U.S. Promotion of Polled Hereford Cattle in Mexico
- First Export Sales Program Begins for U.S. Extra Long Staple

12 World Crops and Markets (Commodity index on page 16)

Orville L. Freeman, Secretary of Agriculture

Dorothy H. Jacobson, Assistant Secretary for International Affairs

Raymond A. Ioanes, Administrator, Foreign Agricultural Service

Editor: Alice Fray Nelson **Associate Editor:** Ruth A. Oviatt

Advisory Board:

W. A. Minor, Chairman; Wilhelm Anderson, Burton A. Baker, Douglas M. Crawford, John H. Dean, F. Leslie Erhardt, David L. Hume, Robert O. Link, Kenneth W. Olson, Donald M. Rubel.

This magazine is published as a public service, and its content may be reprinted freely.

Foreign Agriculture is published weekly by the Foreign Agricultural Service, United States Department of Agriculture, Washington, D. C. 20250. Use of funds for printing this publication has been approved by the Director of the Bureau of the Budget (December 22, 1962). Yearly subscription rate is $7.00, domestic, $9.25 foreign; single copies are 20 cents. Orders should be sent to the Superintendent of Documents, Government Printing Office, Washington, D. C. 20401.

DEPOSITED BY THE
UNITED STATES OF AMERICA

Loading flour for export, Brooklyn

U.S. Agricultural Export Timetable Speeded Up 4 Years

U.S. agricultural exports, by exceeding the $6 billion mark in the fiscal year that ended June 30, have speeded up by 4 years the export timetable optimistically set up in earlier U.S. Department of Agriculture projections.

In the words of Secretary of Agriculture Orville L. Freeman:

"This is a great accomplishment. It does credit to the farsighted drive and the closely-knit teamwork of thousands of people in government and industry whose combined efforts made it possible."

Prosperity and push

Earlier projections saw fiscal year 1968 as a logical target for reaching a $6-billion level of U.S. farm exports. This estimate was based largely on the export record of recent years, plus the continuing growth in world population. More difficult to measure has been the effect of increasing prosperity of developed countries and the aggressive U.S. export promotion work to bring American farm products to the attention of world customers who increasingly have money to buy them. This combination was an important factor in bringing a $1 billion increase in U.S. farm exports during the July 1963-June 1964 period, raising the 12-month total to $6.1 billion.

Not only did the $6.1 billion total set a high new export record for American agriculture but it represents, by far, the largest agricultural export operation ever carried out by one nation in a single year in the world's entire history.

The year's agricultural export total of $6,076 million was comprised of $4,494 million in dollar-sale commercial exports, plus $1,582 million in Food for Peace program shipments to less developed countries. Practically all of the $1 billion gain occurred in dollar sales.

The biggest export gain in fiscal year 1963-64 was in cotton, up 36 percent. Next largest gain was in exports of animals and animal products (meats, meat products, poultry, dairy products, lard, tallow, hides and skins, etc.), up 28 percent. Third largest increase in a commodity group was grains, up 23 percent.

New records for many

Not only did such group totals climb to new heights but also the exports of a number of individual commodities.

Shipments of feed grains (15.6 million metric tons), soybeans (equaling 188 million bushels), and rice (31.8 million bags) set new records.

Also, new records were established for exports of wheat (849 million bushels, including flour equivalent), butter (140 million pounds), inedible tallow and greases (2,194 million pounds), nonfat dry milk (1,315 million pounds), variety meats (187 million pounds), dry edible beans (415 million pounds), and hides and skins (15 million pieces). President Lyndon B. Johnson, commenting on the new export records, said:

"Once again American agriculture has demonstrated its ability to succeed in highly competitive world markets.

"The trade surplus in agriculture last year (commercial exports vs. competitive imports) was over $2 billion, the highest in 50 years. This represents a substantial contribution to the plus side of our balance-of-payments ledger."

Right, prize cattle parade at Cremona Fair. Most U.S. animals being sent to Italy are for the North. Far right, poultry market in Rome. Boom in livestock and poultry sells U.S. feedstuffs.

By DANIEL SHEPPARD*
Assistant U.S. Agricultural Attaché
Rome, Italy

Portrait of North Italy's Agriculture

—which competes with ours for some major European markets

The famous Po Valley in Northern Italy, home of Italy's flourishing industrial, chemical, and banking empires, is also the heartland of Italy's agriculture—as unique and invaluable to Italy as the vast and fertile Mississippi Valley is to the United States.

Here in Northern Italy are grown large shares of the rice, apples, pears, and peaches Italy sells in countries of Western Europe—countries that are valued markets for U.S. agriculture also. And, besides competing directly with U.S. farmers for European markets, farmers of Northern Italy compete with them also for sales of some farm products in Italy itself. For example, consumer demand for meat and other livestock products is on the upswing. So effective has been the response of the Italian poultry industry in the North and elsewhere that Italy's total imports of poultry have drastically declined.

But these Italian consumer demands have created opportunities as well as challenges for U.S. agriculture. To support its livestock and meat production (centered in the North), Italy needs U.S. tallow, corn, and soybean cake and meal for feed; and this year it is also buying feeder cattle from the United States.

How North differs from South

In geography and in farm types and productivity, Italy's eight northernmost Provinces are strikingly unlike the rest of the country.

Northern Italy is set off from its neighboring countries by mountains; but its center is the extensive plains area of the Po Valley, sweeping across five of the eight Provinces and forming the flaring top of the Italian "boot." Over 75 percent of Italy's total land is in hills or mountains; the Po Valley accounts for nearly all the plains except for some coastal stretches.

Italy in general is a land of small farms. About two-thirds of the 4.3 million farms are under 7½ acres, and the average is 10. But the farms of the Po Valley, with their fertile soils, substantial buildings, modern machines, adequate fertilization, and high yields, are a far cry from those of the central and southern Provinces and the Islands, where rocky, shallow soils and wooden plows predominate. Even in the North, with all its mechanization, one still sees farmland being tilled with hand tools and vehicles being drawn by oxen, work cattle, horses, and mules.

Agriculture's problem

Labor is a principal problem for Italian agriculture as a whole; and for Northern Italy, the common problem of the exodus from the farm in search of higher wages is especially acute. The North is losing farm workers not only to the industrial sectors of Italy but to industry elsewhere in Europe as well. Partly compensating for this loss is the area's higher degree of mechanization.

Industry is capturing not only workers but land; the recent construction of many industrial buildings in the Po Valley has taken much good agricultural land out of productive use. Another land problem for the North is excessive deforestation, which has contributed to heavy erosion and made land reclamation difficult; tree felling each year reportedly exceeds the growth. There is now in progress, however, a strong agricultural reforestation program. Driving along the highways of Northern Italy, one can see how much tree planting has taken place, principally to poplars of the Canadian variety.

Northern Italy dominates in grains

Wheat—About 55 percent of Italy's soft wheat crop—used primarily in breads, rolls, and pastries—is grown in Northern Italy. Durum wheat, used in the manufacture of pasta, is produced entirely in the southern regions. Total wheat production for 1963 is estimated at 8.1 million metric tons—about 15 percent less than the bumper crop of 1962. For 1964, an excellent crop is forecast, between 9 million and 9.5 million tons.

Wheat is still the basic food staple in the average Italian diet. Italy imports high-quality wheat for blending, espe-

*Formerly Agricultural Officer, Milan.

cially when the quality of the domestic crop is poor, as it was in 1963. The United States shares in the up-and-down Italian wheat market; in the fiscal year just ended, it sent Italy 187,981 tons of wheat and flour, compared with 142,122 the year before.

Rice—Almost all of Italy's rice-producing areas are in the northern Provinces, with Piedmont and Lombardy alone contributing about 90 percent of total production. Italy is not only the largest producer of rice in Europe, but also ranks sixth among major world exporters, after Burma, Thailand, the United States, Egypt, and Cambodia. Its production averaged 666,000 tons in 1959-63; but 1963, the third straight year of declining acreage, was the low year, with only 589,000 tons. The forecast for 1964, however, is 750,000—largest crop in 5 years.

Italy produces mainly short-grain rice, but it is experimenting with long-grain types, which when in full production will compete with the preferred U.S. varieties in markets of Europe and other areas.

Corn—In Italy, corn acreage, though on the decline, is still second only to that of wheat, and approximately 80 percent of total output (predominantly hybrid) comes from the North. The total 1963 crop is estimated at 3.7 million tons, 14 percent over the drought-reduced crop of 1962. Increased yields are maintaining production levels.

Yet so fast are Italy's corn needs rising that it is doubtful whether production can ever keep pace. These needs reflect the current heavy Italian demand for livestock and meat products; for in Italy corn is consumed primarily in animal feeds (except for "polenta," a popular cornmeal dish).

In fiscal 1964, the United States shipped Italy 944,453 tons of corn, 22 percent more than in 1963. With barley, oats, and sorghum included, our feed-grain exports there were over a million tons and Italy was our No. 4 customer. A similar level can be forecast for 1965.

Other important Northern crops

Fruits—Italy is one of the world's largest exporters of deciduous fruits; production centers in Northern Italy.

Italy's apple crop (about 85 percent of it in the North) was 107.3 million bushels in 1963 and is estimated at 105.4 million this year. Young trees coming into production account for the long-term increase. Production of pears (about 75 percent in the North) totaled about 42.4 million bushels in 1963 and will be about 44.1 million in 1964; that of peaches (Northern share, 70 percent) was 58.2 million bushels in 1963 and for 1964 it is estimated at 58.0 million.

In sales of these fruits to Western Europe, Italy leads all other suppliers by far. It has been said that 6 out of every 10 apples sold in West Germany are Italian; and Germany continues to be Italy's major single outlet for deciduous fruits, although the United Kingdom and France are important also.

Tomatoes—In 1963, Italy's total tomato crop was 2.8 million tons, up 10 percent; for 1964, it is estimated at 3.0 million. One Northern Province, Emilia-Romagna, is responsible for almost a quarter of the total crop.

Italy's tomato-processing industry is expanding rapidly, and so are exports of both fresh and processed tomatoes. The North is the second most important tomato-canning region in terms of volume produced. Its production leans toward puree, for which the top Italian markets are West Germany and the United Kingdom. For Italian whole peeled tomatoes, the United States is a regular customer.

Tobacco—About 20 percent of Italy's tobacco output comes from the northern area. In 1963, total leaf production was 65,186 tons against the 46,320 of 1962—close to normal in volume, but in quality still below that of the years before the blue-mold outbreak of 1960. For 1964, the forecast is 82,230 tons.

One of Italy's two biggest cigarette factories is in Milan. Italy continues to import high-quality leaf for blending, to help its tobacco products meet the growing competition from those of other EEC members; but these imports declined in 1963 from the high of the year before. The United States has been a principal supplier. In 1963, however, a 62-percent drop in our shipments of flue-cured to Italy brought down our total shipments there.

Italy's own exports of tobacco slumped last year, with sharp declines in sales to two EEC markets also important to the United States—West Germany and the Netherlands. Italy's small sales to the United States, mostly of oriental tobacco for blending, are likely to continue.

Meat supply is a problem

Livestock—Total cattle numbers have been decreasing; from 9.8 million in 1961 (almost 70 percent of them in Northern Italy), they were down to 9.0 million as of January 1, 1964. Sheep and goat numbers (only 10 percent of them in the North) fell to 9.1 million, from 9.6 million in 1961. Hog numbers (50 percent in the North) were 5.2 million on January 1; they have increased in recent years, but at a slowing pace because of recent feed grain shortages coupled with consequent higher feed costs.

Meanwhile, increased incomes have been pushing per capita consumption of most red meats upward.

Italy this year moved to supplement its meat supplies by precedent-shattering imports of feeder cattle from the United States. By mid-August, over 2,500 head of U.S. cattle had been shipped to the Northern port of Genoa, mostly destined for Northern Italy.

Poultry—Total poultry numbers for Italy continue to increase, reaching an estimated 110 million birds in 1963.

Production is heavily centered in Northern Italy, though in recent years it has begun to pick up also in the central and southern regions. Over half the dressed poultry wholesaled at major Italian markets is sold in Milan.

Much of the poultry industry's expansion is attributed to improved technical equipment, the availability of U.S. breeding stock, modern know-how (including U.S. broiler-raising techniques), and the comparative advantage of poultry production over that of other livestock. Since 1955, Italy's per capita consumption of poultry meat has nearly tripled; at 11.7 pounds in 1963, it represented about 16 percent of total red meat consumption. Most of this poultry meat comes from the local industy. Recently, total imports have fallen sharply, reflecting bigger domestic supplies, EEC regulations, and balance of payments difficulties.

Despite these and other factors limiting poultry sales to Italy—such as the current Italian legislation prohibiting imports of poultry parts—Italy has become our No. 3 buyer of frozen turkeys. Its purchases nearly tripled between 1962 and 1963.

Other U.S. opportunities

Italy depends upon imports to supply many of the basic agricultural raw materials for its industries. And prosperous Northern Italy, with 6 of the country's 14 biggest cities and much of its industry, is a big consuming area for imported agricultural products. It has been said that industry and agriculture in the North's "Golden Triangle"—the area that would be enclosed by a line drawn from Milan to Turin to Genoa—accounts for 25 percent of Italy's wealth.

The cotton textile industry, centered in the North, needs huge imports of cotton to supplement Italy's own small production; and a rising share of this—somewhat over a third this year, compared with a fifth last year—is coming from the United States. In 1962-63, Italy was our sixth best cotton customer; in the first 11 months of 1963-64, it climbed to third place.

The leather goods industry has been responsible for a steady increase in Italian hides and skins imports. Even the small U.S. share of these has boosted Italy into our second best customer. Italy's needs for animal feed have made it our fourth biggest buyer of tallow and our fifth biggest of soybeans, which are crushed primarily for oilcake and meal. In addition, Italy this year ranks about ninth among our buyers of soybean cake and meal. In either form—as cake or as beans, and perhaps as both—U.S. soybeans have an important and expanding role to play in the development of Italy's livestock industry.

Foreign Rural Development Seen Leading to Better Customers

Secretary of Agriculture Orville L. Freeman stated that if the less developed countries were able to increase their incomes by $100 per person, they would probably double their imports of agricultural products from the United States—from the $1.5 billion worth a year they now import to a new level of $3 billion worth.

The Secretary described the dependency of trade on world economic growth at a recent International Rural Development Conference at the State Department, Washington, D.C. Following are excerpts from the speech:

It is traditional that the best export markets for U.S. agricultural products have been the highly developed countries. . . . But in future years the most rapid growth in our markets for farm products must be found in that great undeveloped market that lies in the developing countries of the world.

Population in these countries is increasing more than twice as fast as in the more highly developed countries. Most of the people in these countries have been underfed and poorly clothed. They will want both more and better food and clothing as their incomes improve. This tremendous need for more food and fiber will be translated into market demand if economic growth can be stimulated and incomes increased.

Let me illustrate with a few figures how U.S. agricultural exports depend on income levels abroad.

In the less developed countries of Asia and Africa, where per capita incomes are a little over $100 a year, our commercial exports of farm products average about 25 cents per person per year.

In Japan, where per capita incomes are about $350 a year, our commercial exports of farm products average $4.70 per person.

In the European Common Market countries, where incomes are about $850 per person, our exports of farm products average $6.00 per person.

In the European Free Trade Area, where incomes are a little over $1,000 per person, our exports of farm products average $7.00 per person.

And in Canada, where per capital incomes are close to $1,600, our farm exports average $24.00 per person.

What could indicate more clearly the stake of American agriculture in world economic growth? There are large potential markets for our farm products in the emerging countries of Latin America, Asia, and Africa. But if these countries are to become effective commercial markets, they must achieve economic growth and rising incomes.

Small increases in income for the 1.4 billion people that live in these countries would have large effects on their imports. We find that we export about $1 worth of farm products for each $100 of income in both developed and less developed countries. Thus, if these less developed countries were able to increase their incomes by $100 per person they would likely import $3 billion worth of agricultural products from the United States each year, or about double the $1.5 billion we now export to them. . . .

What is the connection between all this and our efforts to help the developing countries improve their agriculture? Simply that no nation can hope to climb into the take-off stage of economic development without first achieving substantial gains in its own agricultural productivity.

Imports of farm products from other countries, such as those we are supplying under the Food for Peace plan, can meet a part of the rapidly growing needs, and contribute significantly to economic development. But most of the rising requirements must be met by expanding domestic agricultural production. . . .

Assistance in rural development abroad is therefore clearly in the national interest of the United States because our own continued economic growth demands rising standards elsewhere, among people with whom we hope to develop expanding trade relations.

Japan's Agricultural Imports Set Record in First Half of 1964

Japan's imports of 16 major agricultural commodities in January-June 1964 reached a record $743.9 million (c.i.f.) in value, compared with $601.3 million in the first half of 1963. More than half, or $423 million worth, came from the United States, boosting this country's total 40 percent above its 1963 level of $302 million worth.

On a volume basis, Japanese imports from the United States of 14 of the 16 products were above the 1963 level. Only two items to decrease, wheat bran and wheat flour, were more than offset by the exceptionally large volume of wheat moving to Japan from this country. In both volume and value, Japan's imports of U.S. wheat more than doubled, climbing to about 1 million metric tons valued at $72 million in the first half of 1964 from about 4.6 million valued at $31 million in the 1963 period.

Second largest import from the United States, corn also was up sharply. Exports of it rose to about 860,000 metric tons from 472,402 in the first half of 1963.

Other big gainers were grain sorghums, raisins, soybean cake and meal, lard and grease, leaf tobacco, safflowerseed, cotton, and tallow. Japanese imports of soybeans were slightly larger. In volume, both hides and skins and nonfat dry milk exports increased, but because of lower prices, their value decreased.

This report is based upon a comparison of import data which include only the principal agricultural products from the United States. Other important agricultural products such as wool, sugar, and rubber have been omitted. Although no complete series is available on Japan's total imports of all agricultural products, the 16 commodities are estimated to represent approximately 50 percent of the country's total agricultural imports—excluding forestry and marine products—and about 90 percent of imports from the United States.

JAPANESE IMPORTS OF MAJOR AGRICULTURAL COMMODITIES [1] FROM THE UNITED STATES

Commodity	January-June 1963		January-June 1964	
	Quantity	Value	Quantity	Value
	Metric tons	*1,000 U.S. dol.*	*Metric tons*	*1,000 U.S. dol.*
Nonfat dry milk	21,723	4,200	22,734	4,005
Wheat	460,517	31,173	1,013,958	72,213
Corn [2]	472,402	27,932	860,871	57,696
Milo	307,184	16,116	446,452	27,913
Wheat flour [3]	33,830	3,081	22,663	1,991
Raisins	2,567	1,097	7,129	2,939
Wheat bran	25,748	1,615	4,146	253
Soybean cake & meal	388	55	11,910	1,323
Lard and hog grease	11,995	1,936	15,891	3,052
Miscellaneous feedstuffs (including alfalfa pellets)	66,211	3,950	83,289	5,132
Leaf tobacco	9,767	20,794	14,866	30,380
Cattle hides, calf skin	47,849	17,617	53,986	13,328
Soybeans	666,473	71,105	674,661	81,076
Safflowerseed	56,719	7,066	102,425	11,170
Raw cotton	140,658	85,149	161,662	98,098
Beef tallow	59,557	9,311	76,127	12,431
Totals	--	302,197	--	423,000

[1] Includes Japan's 16 largest agricultural import commodities, excluding those commodities such as wool and sugar, which the U.S. does not export in large quantity. [2] Including corn for feed or processing. [3] Reportedly consists entirely of second clears flour.

Customs Bureau, Ministry of Finance.

Britain's Farm Imports From the United States Mounting

The British economy experienced rapid growth in the first half of this year and so did its imports, those from the United States up by some 30 percent from the 1963 period.

Of the agricultural products imported from the United States, cereals were the largest gainers, also increasing 30 percent. Other U.S. items to increase were nonfat dry milk, butter, and orange concentrate—new products to the U.K. market—and variety meats.

Nonfat dry milk has been in particularly short supply in the United Kingdom, largely because of that country's stepped-up barley beef program. (Under this feed-lot-type operation, young calves are fed nonfat dry milk for the first few months after birth and then switched to barley or other grains.) As a result of this shortage of dry milk, the Board of Trade granted a 15,000-ton quota to the United States. Through the first of August, only about half of the licenses had been applied for. It is expected that dry milk may continue in short supply and that the United Kingdom will make additional purchases from this country.

Butter production in the United Kingdom has been considerably below last year's and prices higher. To counteract the rising prices, the Board of Trade asked quota-holding countries to supply quantities of butter above their quotas during May and June. The Board also extended a 15,000-ton quota to North America. U.S. exporters moved a small portion of the allocation into the United Kingdom, but most of it was filled by Canada.

The first U.S. citrus concentrate since liberalization of the British market is scheduled to be delivered soon, and an introductory program is planned. It is expected that the market for this product will expand, particularly as supplies become more available and prices more attractive.

A substantially higher volume of U.S. canned peaches is also expected to move to the United Kingdom during the next several months.

The shortage of beef this year has resulted in stepped-up sales of U.S. variety meats in the United Kingdom. However, U.S.-British price relationships currently preclude the possibility of imports of any substantial volume of U.S. chilled carcass beef.

Beef imports from Argentina and Yugoslavia have gone down substantially. Beef prices are up about 30 percent from the 1963 period and, except for eggs, other livestock product prices have also risen. Supplies of eggs have been very heavy, resulting in low prices and British exports, for the first time, of this product.

The large domestic barley and wheat crop, on which harvesting is just beginning, may curtail expansion of U.S. feed grain exports to the United Kingdom. Cereal crops, too, are good and well advanced for this date; acreages in these crops are up in total, with barley up the most, wheat up slightly, and oats reduced.

—KARL G. SHOEMAKER

Assistant U.S. Agricultural Attaché, London

India's Package Program Teaches Farmers New Ways

Farmers in at least one pilot district for each of India's 16 States are learning how the use of a "package" of improved farm practices can bring them yields ranging from one-half more to twice as much. India's Intensive Agricultural Districts Program today, 3 years after its inauguration with the Third Five Year Plan, has become the spearhead of the country's continuing struggle to feed and clothe its ever-increasing numbers of people.

The IADP—popularly known as the Package Program—rose out of recommendations made in 1959 by a team of agricultural experts under the chairmanship of USDA's Dr. Sherman Johnson. In response to a request by the Indian Government, a smaller team was later brought to India by the Ford Foundation to develop plans for implementing these recommendations. During 1961 the program advanced from the planning and staff-training stage to field activities in the seven original districts.

The Package Program is based on the idea that in building a productive agriculture it is the skillful combining of a group of improved farm practices that counts, rather than the use of single practices, no matter how good. As its more formal name implies, the program also demonstrates that in a country like India, where agricultural needs outrun production resources, the best use for these resources is to concentrate them where production potential is high.

Thus, in selected districts that have good soil and assured irrigation facilities, the program aims to boost farm output through a "package" approach providing all the necessary elements: technical, extension, and administrative resources, and above all, ample staff to support the operation all the way down to the individual farm. At that grassroots point, a Village Level Worker (VLW)—aided by trained extension officers—helps farmers prepare simple farm production plans suited to their region and based on a minimum "package of practices" for each major crop. Each VLW serves five villages.

An important part of the package approach is the use of intensive demonstrations on local plots to show farmers the results they can get from combined use of fertilizer, improved seeds, pesticides, and simple but efficient tools and implements. Timely supplies of these aids are made available within "bullock-cart distance." Adequate credit for buying them is provided, mainly through cooperatives, on the basis of the farm plans. Each pilot district has facilities for testing soil and seeds, a farm implement workshop, and an information services unit, responsible for the farm demonstrations and other kinds of educational effort. Other elements are transportation and marketing arrangements, expanded storage facilities, and increased village planning.

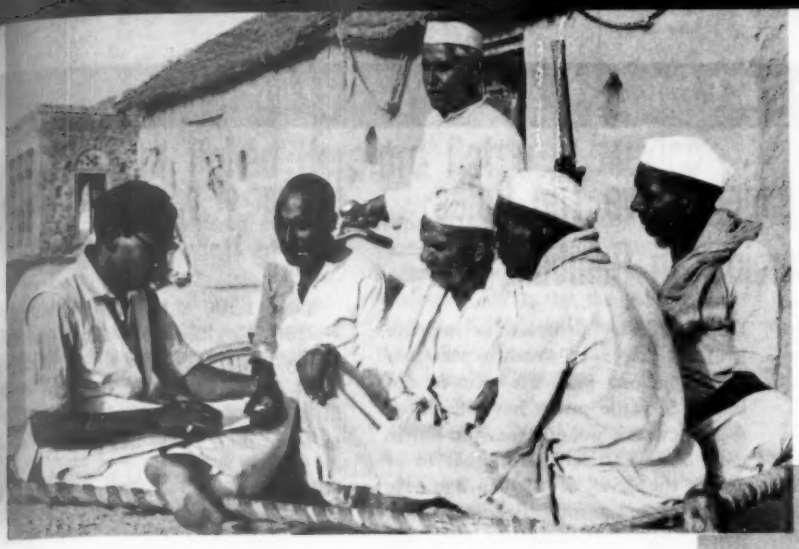
India's farmers, like those of many countries, are slow to change their ways; but their adoption of the new farm practices is accelerating as the demonstrations and the experiences of neighbors convince them. The need for a breakthrough in farm productivity is as immense as the country itself. With one of the world's largest crop areas but crop yields among the world's lowest, India has a population of over 460 million—three-fourths rural— increasing faster than food production, at 10 million people

(Continued on page 16)

A better balance in India's agriculture is program's goal. Center, India's bullock-cart—fitted with modern wheels—gets supplies to the farmer and hauls his crops to market.

For India's farmers, largely still illiterate, puppet show (above) combines a favorite form of amusement with information about new farm ways. At right, alert farmer cleans his water channel to aid irrigation.

Photos, courtesy IADP, Aligarh



Left, village-level extension worker helping a group of farmers draw up farm plans. Below, two farmers working to apply chemical fertilizer. Use of fertilizer is paying off in bigger yields, but problem of producing, storing, and distributing it is enormous.

Below, adding up potatoes and rupees. Here is visible proof of benefits gained by using the "package of better practices."

U.S. Meat, Livestock Leaders Have Top Roles In Market Expansion Seminar in Hamburg Fair

Two leaders in the U.S. livestock and meat industries played key roles at Hamburg, Germany, last week, at a 1-day Meat Marketing Seminar held in conjunction with U.S. participation in the LEFA International Food Fair, August 14-23. Purpose of the seminar was to promote sales of U.S. livestock and meat in Europe.

Jay Taylor of Amarillo, Texas, cattleman, chairman of the President's special Beef Mission to Europe in May, member of the U.S. Secretary of Agriculture's National Cattle Industry Advisory Committee, and chairman of the AMI-USDA Export Advisory Committee, was moderator.

Oscar Mayer, Jr., Madison, Wis., president of Oscar Mayer & Co., and chairman of the board of directors of American Meat Institute, was the principal seminar speaker. His subject was the challenge to the United States to help fill Europe's demand for meat.

Also participating in the seminar were Arval Erikson, Madison, Wis., member of the National Cattle Industry Advisory Committee, speaking on U.S. beef and variety meat trade with Europe; Dr. Joseph S. Stein, Meat Inspection Division, Agricultural Research Service, USDA, speaking on meat inspection and sanitary regulations and their relation to trade; and European counterparts of U.S. speakers, discussing livestock and meat trade from their points of view. A large number of German trade representatives attended including importers, processors, and distributors.

Mr. Taylor is now following up the earlier work of the Presidential Beef Mission by visiting three leading marketing centers—Rotterdam, Hamburg, and Rome—to see what additional steps can be taken by U.S. industry and government to help meet Europe's requirements for livestock and meat imports. He was accompanied by Foster Pickett, also a well-known cattleman of Amarillo, and Donald M. Rubel, Assistant Administrator, FAS.

Mr. Taylor, before leaving for Europe, expressed gratification at the positive results accruing from the USDA-industry program to improve livestock prices, of which export promotion is one part. He pointed out that U.S. cattle prices have increased 4 to 5 cents a pound from the lull in early June and now are equal to or above the level of a year ago. He expressed optimism that a long-range market for U.S. cattle and meat can be built up in Europe, thus providing an additional outlet for U.S. supplies.

Number of U.S. Feeder Cattle Sold to Italy Hits 2,500-Mark

Some 1,200 U.S. feeder cattle left Norfolk, Virginia, last week bound for Genoa, Italy. This was the third shipment of feeder cattle to Italy in a little over a month, bringing the total to more than 2,500 head.

Assembled from U.S. markets as far west as Oklahoma City and Fort Worth, the cattle ranged in size from 300 to 700 pounds each; 60 percent were steers and the remainder bulls.

More U.S. Calves Airjetted to Italy in Cartons

The new calves-in-cartons technique for airshipping young veal calves moved out of the trial stage this month with the shipment of 60 U.S. calves to Milan. Shipments should rise sharply now that Italy has authorized duty-free importation of 100,000 U.S. calves before year's end.

The new 41¢-a-pound rate recently approved by the International Airlines Traffic Association for calves flown by regularly scheduled New York-Milan flights was a significant factor in making U.S. veal calves competitively priced in the Italian market.

Two types of cartons are being used, one of them an adaptation of a carton used in the mid-July trial shipment to Milan of three calves. Both cartons permit the shipment of three calves in each carton, are strong enough to be stacked. The Triwall has a wooden frame with floor, top, and two of the sides of heavy cardboard, the other two of wooden slats. The Wirebound has wooden slats on four sides, is reinforced with wire for additional strength in transit.

An Italian veterinarian moves up for an inspection of 60 cartoned calves—mostly Holstein-Friesians and a few red-and-whites—as they were unloaded this month at Malpensa Airport, Milan, after a 10-hour flight from New York. One hour after arrival, the calves were underway on the purchaser's trucks.

Marketing Team Cites Need for Intensive U.S. Promotion of Polled Hereford Cattle in Mexico

A beef cattle marketing team—made up of officials of the American Polled Hereford Association and an FAS representative—strongly advised Association members upon its recent return from Mexico to start a market development program in what has long been the principal market for U.S. beef cattle exports.

The team said that unless such a promotion is begun at this time, only nominal increases in the population of registered Polled Herefords in Mexico can be expected.

The Polled Hereford Association, distinct from the American Hereford Association, is made up of U.S. producers and breeders of the hornless Hereford—preferred by many beef producers who otherwise would dehorn the cattle to minimize injuries during shipment. Polled Herefords account for about 40 percent of all registered Herefords in this country.

Intensive survey

The team's recommendation to promote Polled Herefords came after inspection of Mexican cattle ranches, beef feedlots, state experiment stations, as well as talks with ranchers, cattle dealers, importers, and bank and government officials. The team also attended a meeting of the 1964 Mexican National Cattle Congress and a large auction of U.S. beef breeding bulls.

Data gathered on this trip—the first sponsored jointly by the APHA and FAS since 1961—will be reviewed by the APHA Board of Directors when it meets in December at its annual convention.

Should the Board propose to launch a market development program with FAS, the promotion probably would be built around direct sales promotion at auctions or private sales at Mexican livestock shows; sending APHA representatives and Polled Hereford breeders to Mexico to set up lines of communication with the Mexican cattle industry; and distribution of Spanish language promotion brochures.

In its report, the marketing team noted that U.S. Herefords are the preferred beef breed in Mexico for crossing with native Cebu cattle. Offspring mature early and have a good resistance to high temperature and humidity. Of the total 4,877 U.S. beef cattle sold last year to Mexico, 3,067 were Herefords, with Angus and Brahman next.

Only an insignificant number of these Herefords have been the Polled type. Reason is the long-held belief of Mexican ranchers that hornless cattle are virtually defenseless against predatory animals on the range. The U.S. experience has been that young cattle—with or without horns—are especially easy prey.

If Association members can demonstrate to Mexican ranchers that the lack of horns is an asset instead of a liability, U.S. Polled Herefords will be in a position to capitalize on recent developments which point to a growing demand for U.S. Herefords and other U.S. beef breeds in Mexico.

Factors in growing demand

For one thing, the Mexican Government's Livestock Improvement Program begun in 1963 is putting increasing emphasis on the use of Hereford cattle. For example, they comprise one-third of cattle on the breeding farm operated by the Agrarian Bank, which sells cattle to small farmers in the State of Tamaulipas under easy credit terms. Also in Tamaulipas, the government's new pasture improvement and disease eradication program will make this area more suitable for purebred cattle. At present, mostly rugged Cebu cattle are raised there.

Other phases of the Mexican Government's livestock program expected to help sales of U.S. purebred cattle: meat grading systems being tried in selected cities which price beef according to quality; and the growing number of feedlots (now seven in operation, each with 5,000 head), which require calves that mature early.

First Export Sales Program Begins for U.S. Extra Long Staple

Bidding began this month under the United States' first sales-for-export program for domestically grown extra long staple (American Egyptian) cotton now in Commodity Credit Corporation inventory.

Subject to the state of the market, stocks of ELS are being offered for sale each week on a competitive bid basis. There are 135,000 bales in CCC inventory, but to avoid disruption of markets, bids accepted during the remainder of calendar year 1964 will be limited to 5,000 running bales per month, and at prices not less than the world market price of other growths of ELS cotton of comparable quality.

Principal reason for the new export program is this country's record-high surplus supply of ELS. For the marketing year beginning this month, U.S. stocks stand at 430,000 bales, or more than 3 years' requirements of U.S. mills. This includes estimated 1964 U.S. cotton production, U.S. carryover of imported and domestic cotton, and imports permitted under quota.

The U.S. cotton directed into world trade channels under the new program will also help meet the critical shortage of ELS in overseas consuming countries brought about by increased world consumption and by smaller supplies available for export from the United Arab Republic and Sudan. In addition, the 1964 crops of these two major exporting countries will not be available for quantity export for some months.

The shortage has forced many mills in Western Europe, Japan, and India, hurting for cotton at prices they could afford, to turn to long staple upland cotton and to manmade fibers as substitutes. Market losses to manmades are very difficult for cotton to regain.

Also moving into world markets from this country—under another export sales program—are U.S. supplies of Egyptian and Sudanese ELS formerly in the national stockpile. A total of 80,000 bales has been sold abroad since the beginning of the program in June 1963, with almost 100,000 bales yet to be sold. Sales are limited to 15,000 U.S.-size bales per month.

Both programs are administered by the Agricultural Stabilization and Conservation Service Commodity Office, 120 Marais Street, New Orleans, La., where catalogs of cotton available for sale, copies of announcements, and information may be obtained.

U.S. Coffee Imports Up in First Half 1964

Imports of green coffee into the United States during January-June 1964 totaled 11.8 million bags, valued at $595.3 million, as compared with 11.0 million bags, valued at $431.9 million, in the first half of 1963. This represents increases of 7.4 and 37.8 percent, respectively, in quantity and value over the January-June 1963 data, and reflects very heavy imports for the January-April period.

Imports from Brazil during January-June 1964 totaled 3,860,000 bags—about the same as in the comparable period of 1963; they accounted for 33 percent of the total import volume. Colombia supplied 1,670,000 bags, or 14 percent; Mexico and Central America, 2,170,000 bags, 18 percent; and Africa, 3,130,000 bags, 26 percent.

U.S. coffee roastings, including roastings for soluble use, totaled 11,661,000 bags—an increase of 2.0 percent from the 11,435,000 bags in the first half of 1963. Roastings for soluble use, however, at 1,962,000 bags were down slightly from January-June 1963 but about 51,000 bags above that for the preceding 6 months.

Green coffee inventories in all positions on June 30, 1964, were 4,216,000 bags, down 150,000 bags from the March 31 level but 23 percent above stocks on hand a year ago.

Costa Rica's Coffee Hurt by Ash Fall, Drought

The Foreign Agricultural Service's first estimate of the 1964-65 coffee crop in Costa Rica is 750,000 bags, down nearly 30 percent from the 1963-64 level of 1,050,000.

This sharp decline stems partly from the destruction of coffee flowers by the continuing fall of volcanic ash in the central plateau region. Severe dry weather throughout the country earlier this year also had an adverse effect. And while damage from red spider and leaf miner insects diminished with the start of the rainy season, the "mealy bug" continues to expand its destruction.

Through the end of May, Costa Rica had exported 892,000 bags of coffee from the 1963-64 crop, for a total receipt of US$48.9 million.

Mozambique Sisal Exports Up in 1964

Mozambique exported 15.9 million pounds of sisal in the first 3 months of 1964—an increase of 43 percent over the 11.1 million exported in the same quarter of 1963. Total sisal exports in 1963 were 65.4 million pounds, or only slightly more than the 65.35 million pounds in 1962.

The tremendous gain in value—to $2.8 million from $1.5 million—raised sisal to second largest agricultural export by Mozambique; in the 1963 period sisal was only sixth largest.

More than a third of the exported sisal goes to the United States and the remainder, mainly to European areas.

New Material To Compete With Burlap

A spunbonded sheet structure of polypropylene is now being produced in experimental quantities by a U.S. chemical company which plans production by 1966.

The manufacturer states that the material is not woven or knitted, can be made from a number of fiber-forming polymeric materials, and has various unique properties. Also, the spun bonded sheet shows higher tensile and tear strength than does conventional nonwoven material. The new polypropylene will be marketed principally as backing for tufted carpets, but will also be useful as apparel lining and as a base material for various coatings and impregnations. It will compete with burlap.

The factory is in Tennessee and will be completed by the end of this year. No plans are included for manufacture of conventional fibers of polypropylene.

Somali Republic Expands Sugar

The Somali Republic plans to raise mill production capacity of sugar to about 50,000 short tons (raw value) by the end of 1965. Present capacity is less than one-third of planned capacity.

According to officials of the Società Nazionale Agricolturie Industria, sugarcane production is also to be increased to over 300,000 metric tons, or more than double the current output. If the production goal is reached, self-sufficiency will be attained.

South Africa's Sugar Crop May Be Down

The Republic of South Africa has just recently experienced unprecedented frost in many of its sugarcane-producing areas. However, the cane has withstood the frost very well and a large portion of the affected crop is expected to be harvested, provided there is no further adverse weather.

Despite the setback from frost for the 1964-65 crop, the industry is confident that it can meet all of its commitments for the season. Production for the 1963-64 season amounted to 1,359,000 short tons. The Republic of South Africa has a 1964 U.S. sugar quota of 122,198 tons.

Burma Encourages Kenaf, Controls Jute

Burma produced 80.4 million pounds of kenaf on about 42,000 acres in 1962-63, the first year after cultivation was introduced. New machines for weaving kenaf are being installed at the State Jute Mill.

Jute is among the 12 agricultural commodities included under a Crops Purchase and Sale Restriction Order of 1963 issued by the Revolutionary Council. Under this Order, the government may prohibit purchases from farmers, sale, storage, transport or disposal by anyone except government agencies. Jute production averaged 24.8 million pounds per year in the past 3 years and the goal is much higher for 1964-65. Burma imports roughly half of its jute supply for domestic bag mills but exports 1 million to 2 million pounds of high grade jute annually.

Cotton Loan to Japan

The Export-Import Bank of Washington recently approved a $75-million credit agreement with the Bank of Tokyo, Ltd., to finance purchases by Japan of U.S. raw

cotton during the crop year beginning August 1, 1964. Cotton purchased under sales contracts entered into on or after April 1, 1964, for shipment from the United States to Japan on or after August 1, 1964, is eligible.

Under the agreement the funds will be made available to the textile mills through participating commercial banks acting as agents of the Bank of Tokyo. The credit will finance purchase of around 577,000 bales of U.S. raw cotton.

Rhodesian Flue-Cured Auction Prices

Prices of Rhodesian flue-cured tobacco on the Salisbury auction market averaged the equivalent of 32.6 cents for the 21st week of sales compared with 43.2 cents for the same week last year.

Sales through the 21st week, ended July 30,1964, totaled 200.6 million pounds for an average of 33.2 cents. Sales through the 21st week of last year totaled 184 million pounds, at an average of 49.1 cents.

Italy Imports More U.S. Cotton in 1963-64

Imports of cotton into Italy during the first 9 months (August-April) of the 1963-64 season totaled 829,000 bales (480 lb. net), compared with 798,000 in the comparable 1962-63 period. The United States accounted for 299,000 bales, 36 percent of the total intake, against 163,000 bales, 20 percent of the total, in the same period a year earlier.

Imports for the entire 1963-64 season are currently placed at 1,050,000 bales, compared with 1,063,000 in the 1962-63 season and average annual imports of 1,014,000 bales in the 5 years prior to 1963-64.

Quantities imported from principal suppliers, other than the United States, from August 1963 through April 1964, with comparable 1962-63 figures in parentheses, were Mexico 144,000 bales (45,000), the Sudan 51,000 (59,000), Guatemala 20,000 (17,000), Greece 17,000 (19,000), Peru 16,000 (18,000), Iran 15,000 (9,000), the USSR 10,000 (34,000), Brazil 9,000 (23,000), and Syria 8,000 (48,000).

Activity in the Italian cotton textile industry in 1963-64 was about equal to the high level of 1962-63. Weakened demand for textile products during the early months of 1963-64 apparently was overcome, and since March of this year consumption of cotton has been above the previous year's level. During the first 9 months of the 1963-64 season, cotton consumption totaled 791,00 bales compared with 786,000 in the same period of 1962-63. Imported cotton fabrics from Yugoslavia and France and domestically produced manmade fibers continue to compete strongly with raw cotton imports. Total consumption for the 1963-64 season is expected to about equal the 1,060,000 bales used in 1962-63.

The industry was plagued by sporadic token strikes during most of the season just ended, but on July 10 a new national labor contract for the 400,000 textile workers was concluded. The contract provides for a three-stage, 12-percent increase in the textile industry wage rates, the last stage to be in full effect by 1966.

Italy produced about 24,000 bales of cotton on 40,000 acres in 1963-64. This is somewhat above the 18,000 bales produced on 54,000 acres in 1962-63, but 22 percent below annual average in the past five seasons of 31,000 bales from 77,000 acres. Although the production of cotton is encouraged by the government, increased cost of farm labor and competition from other crops for the land serve to discourage expansion of cotton acreage.

Stocks on July 31 are estimated at 400,000 bales, only slightly above the 393,000 bales on hand a year earlier.

Japan's Imports of Tallow, Grease, Cattle Hides

Japanese imports of tallow in the first 6 months of 1964 totaled 93,708 metric tons, up 22 percent from a year earlier. This gain reflects Japan's greater use of tallow in mixed feeds and for soap production and other industrial needs. Tallow prices are above the levels of a year earlier.

Imports of lard and hog grease by Japan in January-June 1964 were 29 percent greater than a year earlier, reflecting the rising demand for these products as food and their relatively low prices.

Japan's imports of cattle hides and calf skins were down slightly from the high level of 1963; however, imports from the United States were greater than a year earlier. Because of lower unit prices, the value of total imports was down by 27 percent.

The United States held nearly 70 percent of Japan's import market for bovine hides and skins in the first half of 1964 (based on value), tallow 82 percent, lard and hog grease 73 percent. These shares were all greater than in the same period of 1963.

JAPANESE IMPORTS OF LIVESTOCK PRODUCTS

Item and source	1963		1964	
	Quantity	Value	Quantity	Value
	Metric tons	*1,000 dol.*	*Metric tons*	*1,000 dol.*
Cattle hides, calfskins:				
United States	47,849	17,617	53,986	13,328
All countries	68,154	26,150	66,435	19,062
Tallow:				
United States	59,557	9,311	76,127	12,431
All countries	77,076	11,800	93,708	15,148
Lard and hog grease:				
United States	11,995	1,936	15,891	3,052
All countries	15,323	2,780	19,763	4,171

Argentina's Wool Exports Down

Argentina's exports of raw wool during October-June of the current marketing year were down 36 percent from the same period last year. Shipments to the United States were only half the level of a year earlier.

The exportable surplus on July 1 was estimated at 73,000 metric tons compared with 14,000 a year ago. Carryover stocks by September 30 may reach 40,000 metric tons, compared with last year's 11,000. A 10-percent increase is expected for the 1964-65 clip.

Japan Expects Larger Wheat and Barley Crops

Japan's 1964 wheat crop has been estimated at 44.8 million bushels by the Japanese Ministry of Agriculture and Forestry—sharply above the 26.3-million-bushel outturn of 1963. This estimate, which is based on conditions as of June 1, is nevertheless about 20 percent below the 1958-62 average.

Planted area has been on the decline, with farmers diverting their land to more profitable crops or, in some cases, simply leaving their paddy fields idle between rice

seasons because of the short supply and increasing cost of labor. This decline in area will probably continue, at least as long as nonfarm employment is readily available and farm workers continue their exodus to the cities.

Barley production is also above the subnormal level of 1963 but is trending downward even more sharply than wheat. Production of common barley is forecast at 36.8 million bushels and that of naked barley, at 14.3 million. These crops are 30 percent and 62 percent, respectively, below the 1958-62 average.

Planted area of naked barley is down about one-half from the 1958-62 level, but two-rowed barley is holding up because of the requirements for brewing.

Argentina Harvested Bumper Wheat Crop

Argentina's wheat production for 1963-64 is now estimated at 312 million bushels from 13.3 million acres—up 11 percent from an earlier estimate of 281 million bushels. This year's crop has been exceeded only twice—the latest time in 1938-39 when output hit a record 378 million bushels. The indicated yield per acre for the 1963-64 crop is the highest on record.

U.S. Exports of Grass, Legume Seeds Set New Record

U.S. exports of grass and legume seeds totaled 66,483,000 pounds in the July 1963-June 1964 crop year—22 percent more than the 54,436,000 of last year and 5 percent greater than the former record in 1960-61 of 63,119,000.

Record high exports of Ladino clover, "other" clovers, and "other" grasses accounted for the large increase. Exports to EEC countries amounted to 28,929,000 pounds—44 percent of total shipments. Japan received 6,770,000 pounds and Australia 3,023,000, both record amounts.

France continues to be the largest market, receiving about one fifth of total shipments.

U.S. EXPORTS OF GRASS AND LEGUME SEEDS

Kind of seed	June		July-June	
	1963	1964	1962-63	1963-64
	1,000 pounds	*1,000 pounds*	*1,000 pounds*	*1,000 pounds*
Alfalfa:				
Certified	11	90	2,801	4,705
Uncertified	58	116	5,252	7,207
Total	58	116	5,252	7,207
Clover:				
Alsike	—	8	327	403
Ladino	96	219	2,448	3,574
Others	73	268	3,802	11,739
Grass:				
Bentgrass	57	138	4,129	4,876
Fescues	253	588	4,698	6,223
Kentucky bluegrass	78	147	612	1,018
Orchard	10	1	110	37
Redtop	7	42	1,083	386
Timothy	69	19	4,999	3,443
Others	1,596	2,176	26,976	27,577
Total, all seeds	2,297	3,722	54,436	66,483

Grain Production in Yugoslavia

Production of wheat and rye in Yugoslavia is estimated at about 134 million bushels (128.6 million of wheat and 5.9 million of rye), a decrease of 15 percent from last year. The wheat crop was damaged by somewhat high temperatures in the second half of June when the crop was in the milky stage and also by continuous rains in the last of June and the first of July.

The corn crop is in excellent condition, and indications are that it may be well above the first official estimate of 222.4 million bushels. Some predictions are that if weather conditions are favorable, production will approximate the bumper crop in 1959 of 255.9 million bushels.

Production of barley is expected to be somewhat larger than in 1963, owing to a larger seeded area. Oats production is likely to be down, because of the high temperatures in June and excessive rains. Other small grain crops will probably be at about the 1963 level.

Canada's Trade in Wheat

According to the Dominion Bureau of Statistics, Canada's wheat exports from August 1963 through May 1964 were 413.5 million bushels—a rise of nearly 60 percent over the same period in 1962-63. Shipments of approximately 155 million bushels to the USSR account for the net increase.

Smaller deliveries to Communist China were partially compensated for by increased shipments to other Bloc nations, including Cuba. Canadian exports to most British Commonwealth nations declined, with a total reduction of over 9 million bushels. In contrast, shipments to West European nations increased by over 12 million bushels, particularly with larger deliveries to Belgium and West Germany. Canada also continued expansion in other important markets including Japan, the Philippines, and Venezuela.

COMPARISON OF CANADIAN WHEAT SHIPMENTS

	August-May		Change from
	1962-63	1963-64	1962-63
	Mil. bu.	*Mil. bu.*	*Mil. bu.*
British Commonwealth:			
United Kingdom	63.8	61.3	—2.5
Other	5.7	5.0	—0.7
Total	69.5	66.3	—3.2
West Europe:			
Belgium-Luxembourg	8.2	14.4	+6.2
West Germany	24.9	32.3	+7.4
Other	20.9	19.9	—1.0
Total	54.0	66.6	+12.6
Communist countries:			
USSR	--	154.5	+154.5
Communist China	50.8	35.1	—15.7
Cuba	--	5.6	+5.6
Other	18.6	24.0	+5.4
Total	69.4	219.2	+149.8
Japan	37.6	40.4	+2.8
Philippines	5.1	5.5	+0.4
South Africa, Rep. of	6.4	--	—6.4
Venezuela	5.8	6.2	+0.4
Other	10.8	9.3	—1.5
Total all countries	258.6	413.5	+154.9

Suez Canal Shipments Increase in June

Northbound movements of oil-bearing materials through the Suez Canal in June were 18 percent above those in May (*Foreign Agriculture*, August 3) and over one-third above those of June 1963.

Shipments during the first 9 months of the current U.S. marketing year were virtually the same as those of the comparable period last year. Increased shipments of copra, castorbeans, and palm kernels almost offset the declines in tonnages of cottonseed, peanuts, flaxseed, and "other" products.

NORTHBOUND SHIPMENTS OF OIL-BEARING MATERIALS THROUGH THE SUEZ CANAL

Item	June		October-June	
	1963	1964	1962-63	1963-64
	Metric tons	*Metric tons*	*Metric tons*	*Metric tons*
Soybeans [1]	197	16,230	52,083	60,108
Copra	49,462	51,621	525,985	615,552
Peanuts	11,060	18,676	209,819	171,551
Cottonseed	7,809	5,911	172,401	97,992
Flaxseed [2]	2,231	1,630	31,044	29,701
Castorbeans	7,201	7,281	45,713	64,821
Palm kernels	2,282	3,453	20,913	35,948
Others	6,324	11,091	107,201	89,314
Total	86,566	115,893	1,165,258	1,164,987

[1] 1 metric ton of soybean equals 36.743333 bu.
[2] 1 metric ton of flaxseed equals 39.367857 bu.
Suez Canal Authority, Cairo, Egypt.

Soybean shipments, which have declined in recent months, totaled 596,000 bushels in June. The October-June total was 2.2 million bushels, up slightly from the 1.9 million bushels in the 1962-63 period.

NORTHBOUND SHIPMENTS OF SOYBEANS THROUGH THE SUEZ CANAL

Month and quarter	Year beginning October 1				
	1959	1960	1961	1962	1963
	1,000 bu.	*1,000 bu.*	*1,000 bu.*	*1,000 bu.*	*1,000 bu.*
April	4,556	441	231	566	100
May	2,866	184	6	—	10
June	1,213	588	2	7	596
October-December	8,598	919	919	12	19
January-March	13,999	6,062	4,082	1,328	1,484
April-June	8,635	1,213	239	573	706
July-September	2,756	2,756	327	1,585	--
October-September	33,988	10,950	5,567	3,498	--

Totals computed from unrounded numbers.
Suez Canal Authority, Cairo, Egypt.

Canadian Oilseed Plantings Up Sharply

Canadian oilseed plantings in 1964 have increased sharply from the revised estimates of 1963, according to preliminary estimates of the Dominion Bureau of Statistics.

CANADA'S OILSEED ACREAGES

Province and crop	1963	1964 [1]	1964 as a percentage of 1963
Flaxseed:	*Acres*	*Acres*	*Percent*
Quebec	29,000	35,700	123
Ontario	23,000	23,500	102
Manitoba	820,000	984,000	120
Saskatchewan	506,000	521,000	103
Alberta	303,000	350,000	116
British Columbia	1,400	2,300	164
Total	1,682,400	1,916,500	114
Rapeseed:			
Manitoba	45,000	69,800	155
Saskatchewan	210,000	262,000	125
Alberta	223,000	368,000	165
Total	478,000	699,800	146
Soybeans:			
Ontario	228,000	231,000	101
Sunflowerseed:			
Manitoba	33,000	50,000	152
Saskatchewan	3,500	27,000	771
Alberta	1,500	7,500	500
Total	38,000	84,500	222

[1] Preliminary.
Dominion Bureau of Statistics, August 7, 1964.

Flaxseed plantings again increased in 1964 and are now estimated at 1.9 million acres, which is still 8 percent smaller than the 1952-61 average of 2.1 million acres. In Manitoba and Saskatchewan, where the largest acreage is sown, the acreage increased 20 and 3 percent, respectively.

Commercial rapeseed production is carried on only in the Prairie Provinces, where in 1964 an estimated 699,800 acres were seeded. This is almost one-half more than last year's acreage but still less than the 710,300 acres sown to rapeseed in 1961.

Area planted to soybeans is placed at 231,000 acres, up 1 percent from 1963 and virtually the same as the 1952-61 average.

The estimated 84,500 acres planted to sunflowerseed this year is more than twice the 1963 acreage. While most of the crop is grown in Manitoba, there has been a significant increase in the commercial production of sunflowerseed in Saskatchewan.

Pakistan's Mustard, Rape Crop Smaller

Pakistan's 1963-64 production of rapeseed and mustardseed totaled 332,400 short tons from 1,673,000 acres, according to the final official estimate. The 1962-63 yield was 399,840 tons from 1,798,000 acres. This represented a production decrease of 17 percent and an acreage decrease of 7 percent. Pakistan's marketing year for oilseeds begins April 1.

Malay States, Singapore Export Less Copra, Coconut Oil

Net exports of copra and coconut oil from the Malay States and Singapore during January-April totaled 406 long tons (oil basis), compared with 5,527 in the same period of 1963.

Indonesia's Exports of Copra and Palm Products

Registered exports of copra from Indonesia during January-April totaled 47,154 long tons, compared with 36,410 shipped in the same period of 1963.

In the same 4 months registered exports of palm oil in 1964 totaled 34,937 short tons as against 29,219 in January-April 1963. Shipments of palm kernels rose to 17,744 tons from 11,537.

Iran's Almond Prospects Unchanged

According to present estimates, Iran's 1964 almond harvest will be about equal to or slightly above the 1958-62 average crop of 8,000 short tons, shelled basis. This would be substantially above the 1963 crop of 5,500 tons.

Exports for the 1964-65 season are forecast at 5,500 tons, or 25 percent above 1963-64 shipments which are estimated at 4,400 tons. If this forecast proves accurate, 1964-65 exports will be only slightly lower than 1958-62 average shipments of 5,600 tons.

West German Import Tender for Canned Asparagus

The Federal Republic of West Germany has announced an import tender for canned asparagus spears and/or tips only from the United States, Australia, Japan, Canada, and Peru. The import licenses will be valid until December 31, 1964. The value limit of the quota was undisclosed.

U.S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C. 20250

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF AGRICULTURE

To change your address or stop mailing, tear off this sheet and send to Foreign Agricultural Service, U.S. Dept. of Agriculture, Rm. 5918, Washington, D.C. 20250.

India's Package Program

(Continued from page 9)

a year or about 20 a minute. And, though much has been done for and by agriculture under India's first three Five Year Plans, the gap between production and requirements of farm products—particularly food—is likely to widen in the next few years.

The task of speeding up the necessary change in farm methods is complicated not only by Indian farmers' strong attachment to the traditional ways, but by poverty and debt, which would prevent them from buying modern supplies and tools that gain their confidence. Another problem is how to reach the farmers with the necessary information in this land of low literacy, a multiplicity of languages, slow transportation, and relatively underdeveloped channels and processes of communication.

The Package Program, an outgrowth of India's nationwide Community Development program, points a way out of this maze of difficulties. Proof of the Indian Government's attitude toward it is that under the Fourth Five Year Plan, which begins in 1966, it proposes spreading the Package Program approach to many more of India's 320 agricultural districts. For the program's effort in the initial seven districts, the Ford Foundation has supplied substantial financial help to the National Government and the States concerned. It has also furnished a special group of consultants to work with Indian officials in the Ministry of Food and Agriculture and the State Governments and with the staffs in the Package Districts themselves. Also working in selected Package Districts are U.S. Aid Mission specialists in technical fields such as farm management, extension, and irrigation.

Some tangible measurements of the program's achievements are already possible, even though this first 3 years has been largely a period of tooling up. The number of farm plans prepared has risen from 55,000 in 1960-61 to 380,000 in 1962-63 and will be near 750,000 in 1963-64. Among the farmers participating, the idea of getting three rupees back for every extra rupee spent is taking hold. Many of them have been able to increase their yields by 30 to 50 percent or more, under normal weather conditions. In 1962-63, more than 815,000 acres were treated against pests and diseases. Use of nitrogenous fertilizer in the seven original districts has more than doubled since 1960-61; use of phosphatic fertilizer has tripled. Storing and distributing the large amounts of fertilizer used has been an important achievement.

India's Expert Committee on Assessment and Evaluation, set up by the Ministry of Food and Agriculture to judge the IADP's first 2 years, reported in November 1963 that it was still too early to assess the impact. Much of this early period had to be spent in building a sturdy administrative structure. With most of the parts of that structure now in place, further expansion should be easier. The ultimate goals remain the same: more farm production, better returns to farmers, better family living, better village institutions and services, a stronger agricultural base for national development.

HAROLD A. MILES
The Ford Foundation

WORLD CROPS AND MARKETS INDEX

Cotton
12 Cotton Loan to Japan
13 Italy Imports More U.S. Cotton in 1963-64

Fats, Oilseeds, and Oils
14 Suez Canal Shipments Increase in June
15 Canadian Oilseed Plantings Up Sharply
15 Pakistan's Mustard, Rape Crop Smaller
15 Malay States, Singapore Export Less Copra, Coconut Oil
15 Indonesia's Exports of Copra and Palm Products

Fruits, Vegetables, and Nuts
15 Iran's Almond Prospects Unchanged
15 West Germany's Import Tender for Canned Asparagus

Grains, Feeds, Pulses, and Seeds
13 Japan Expects Larger Wheat and Barley Crops
14 Canada's Trade in Wheat
14 U.S. Exports of Grass, Legume Seeds Set New Records
14 Argentina Harvested Bumper Wheat Crop
14 Grain Production in Yugoslavia

Livestock and Meat Products
13 Japan's Imports of Tallow, Grease, Cattle Hides
13 Argentina's Wool Exports Down

Sugar, Fibers, and Tropical Products
12 U.S. Coffee Imports Up in First Half 1964
12 Costa Rica's Coffee Hurt by Ash Fall, Drought
12 Mozambique Sisal Exports Up in 1964
12 New Material To Compete With Burlap
12 Somali Republic Expands Sugar
12 South Africa's Sugar Crop May Be Down
12 Burma Encourages Kenaf, Controls Jute

Tobacco
13 Rhodesian Flue-Cured Auction Prices